



Docket No. 0307091-0105

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : HIMES Art Unit : 3629  
Serial No. : 09/725,080 Examiner : Dixon, Thomas A.  
Filed : November 29, 2000  
Title : LOYALTY LINK METHOD AND APPARATUS FOR INTEGRATING  
CUSTOMER INFORMATION WITH DEALER MANAGEMENT  
INFORMATION

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RECEIVED

JUL 24 2003

GROUP 3600

REPLY UNDER 37 C.F.R. § 1.111

This communication is responsive to the non-final Office Action mailed March 18, 2003.

A. INTRODUCTORY COMMENTS

Reconsideration and allowance are requested in view of the following amendments and remarks. Upon entry of this Reply, claims 1, 15, 30, 31, 45, 60, 61, 75, 90, 101, 116, 120, 131 and 136-245 will be pending in the present application with claims 1, 15, 30, 31, 45, 60, 61, 75, 90, 101, 116, 120, and 131 being independent. Support for claims 1, 15, 30, 31, 45, 60, 61, 75, 90, 101, 116, 120, 131 and 136-245 can be found throughout the specification. No new matter has been added.